Canon PROFESSIONAL

Welcome to PowerDemo –

Canon camera, lenses & accessories

Canon Speedlite flash and Pocket Wizard

Canon HD-SLR video

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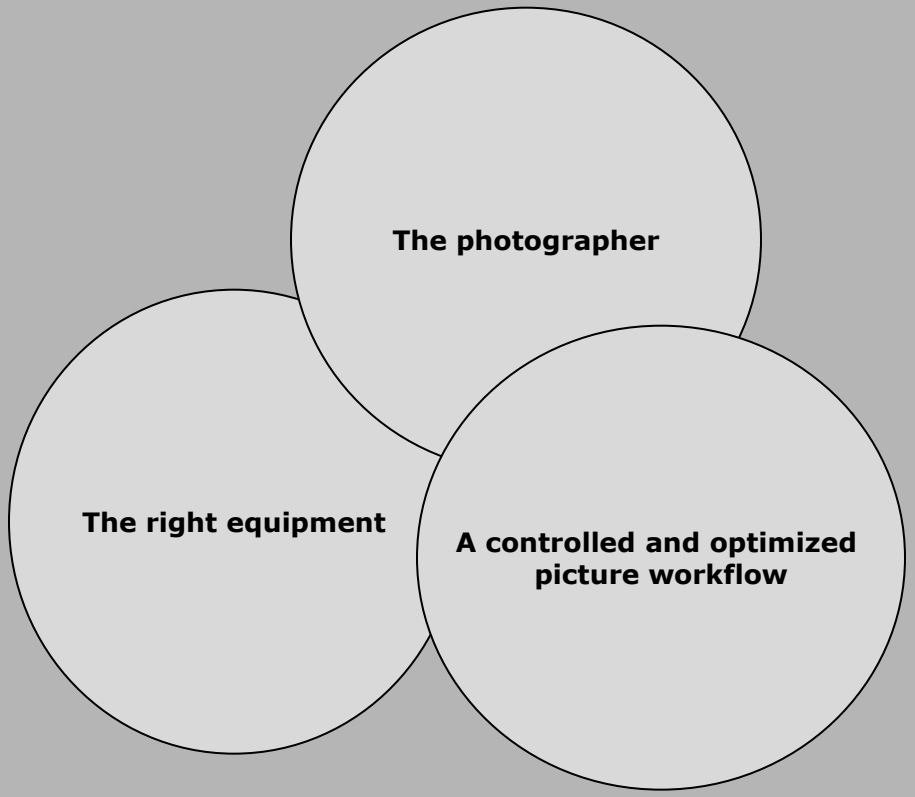
SERIOUS IMAGING

What makes a good picture ?
or, three steps to a ‘successful’ picture



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EOS-1Ds Mark III	EOS-1D Mark IV	EOS 5D Mark II
Approx. 21.10 megapixels	Approx. 16.10 Megapixels	Effective pixels: Approx. 21.1 megapixels

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Most important camera features – valuating output quality

1:
- Mega Pixels - Picture element quality
- Mega Pixels - Number of pixels
- Autofocus - Speed & accuracy

2:
- Viewfinder
- Dust & splash proff
- Rugged design

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	EOS 5D MII	EOS-1D Mark IV	EOS-1Ds Mark III
Mega Pixel	21	17	22
Format	Full-frame	Crop x 1,3	Full-frame
Digital noise > 400	****	*****	*****
Digital noise < 800	****	*****	***
AF speed	****	*****	*****
AF Cross type sensors	-	39	19
AF Accuracy	***	*****	*****
Fps (RAW burst)	3,9	9	1 - 1,5
Dust and Splash proof	***	*****	*****
Video	****	*****	-
LCD	3” – 920 K	3” – 920 K	3” – 230 K
Your rating	?	?	?
Price			

5 ★ = best performance

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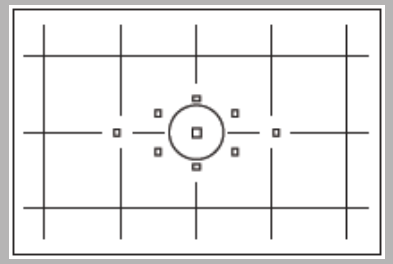
EOS Autofocus:

- 'M' = Manuel
- One Shot = Locked focus
- AI Servo = Follow subject in motion
- AI Focus = Locked focus & follow subject in motion (5D MII only)

EOS 5D MII
9+6 point AF
(C.Fn III-7 - AF point area expansion, increases accuracy by AI Servo mode



OBS !
- All cross-field AF-sensors (EOS-1 series) gives highest sensitivity and speed

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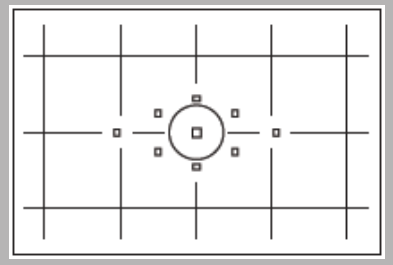
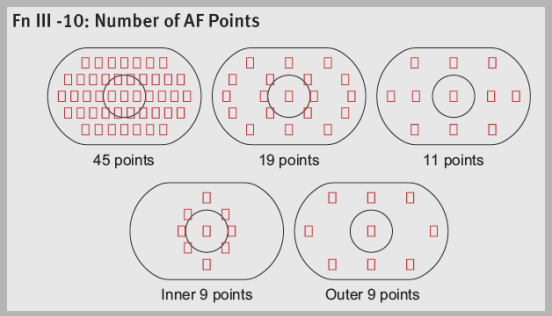
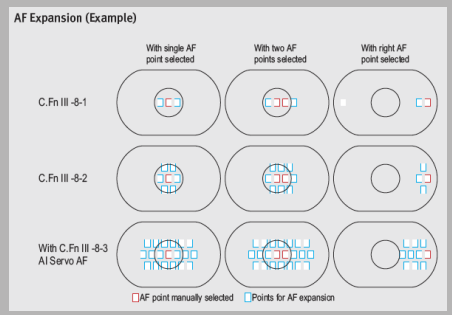


EOS-1D Mark IV
9 - 11 - 19 - 45 point AF
Cross field technology




AF Expansion (Example)
With single AF point selected
With two AF points selected
With right AF point selected
C.Fn III -8-1
C.Fn III -8-2
With C.Fn III -8-3 AI Servo AF
AF point manually selected
Points for AF expansion

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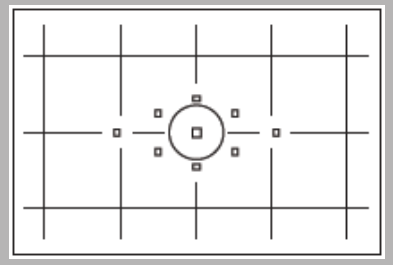

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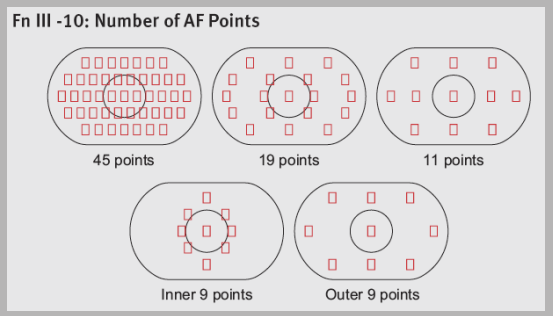

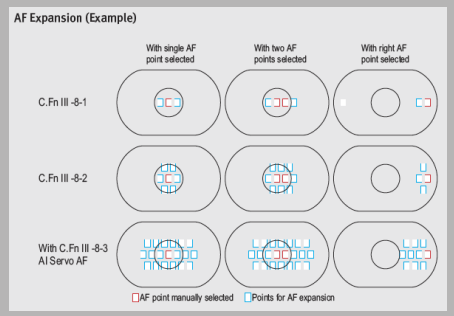
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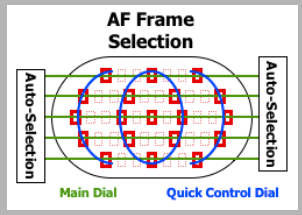
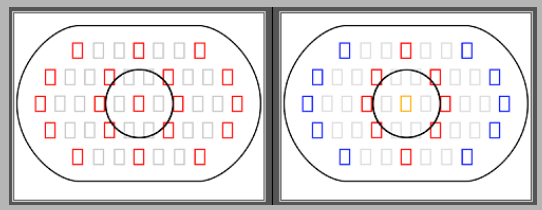
AF point manually selected
Points for AF expansion

EOS-1Ds M III –
19+26 point AF
Cross field technology





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White Balance:

Icon	Mode	Color temperature (Approx. K: Kelvin)
AWB	Auto	3000 - 7000
☀	Daylight	5200
⌂	Shade	7000
☁	Cloudy, twilight, sunset	6000
☀	Tungsten light	3200
▦	White fluorescent light	4000
ϟ	Flash Not used !	6000
▭	Custom	2000 - 10000
K	Color temperature	2500 - 10000

Color temperature:

Neutral daylight = 5200 – 5500 K
Warm daylight = 5500 – 6000 K (grey clouds = blue color cast)
Night = 4000 K
Theater / restaurant = 2800 – 3000 K

Studio flash – neutral = 5200 – 5300 K
Studio flash – warm = 5500 – 5800 K

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Canon most recommended* professional lenses:

- EF 4,0 / 8- 15 L
- EF 2,8 / 16- 35 L II
- EF 2,8 / 24- 70 L (aperture 6,3-11 = *)
- EF 4,0 / 24-105 L IS (aperture 6,3-11 = *)
- EF 2,8 / 70-200 L IS II
- EF 4,0 / 70-200 L IS

- EF 4,5-5,6 100-400 L IS
- EF 4,0-5,6 70-300 L IS

- EF 2,8 / 14 L II
- EF 1,4 / 24 L II
- EF 1,2 / 50 L undefined on large aperture openings
- EF 1,2 / 85 L II
- EF 2,0/ 135 L
- EF 2,8 / 200 L II
- EF 2,0 / 200 L IS
- EF 2,8 / 300 L IS II not tested
- EF 2,8 / 400 L IS
- EF 4,0 / 500 L IS
- EF 5,6 / 800 L IS

- EF 2,8 / 100 L IS Macro

- TS-E 4,0 / 17 L
- TS-E 3,5 / 24 L II

- EF Extender 1,4X III
- EF Extender 2,0X III

* For Canon EOS-D high-end camera
! Optical performance isn't optimal

Statement:
Smallest aperture openings should not be used – when maximum image quality desired !

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Canon TS-E / Tilt-Shift lenses

- Tilt = Swings the lens, compared to the picture plane / to control depth of field
- Shift = Parallel displacement relative to the picture plane / controls perspective – straight lines

Suitable for:

- Architecture
- Interior / living / hotel
- Landscape
- Pack shot

Feature high-light:

- Impressive picture quality with TS-E 17 & 24 II
- Manuel focusing
- ’E’ electronic camera connection
- Light metering in ’0’ position
- Aperture 22 & 32 isn’t recommended

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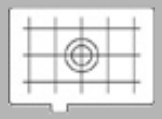
• TS-E 17 / 4,0 L	kr. 14.895,00
• TS-E 24 / 3,5 L II	kr. 12.985,00
• TS-E 45 / 2,8	kr. 8.595,00
• TS-E 90 / 2,8	kr. 8.595,00



Memo:
- Focus screen with cross lines
- Bubble
- Tripod 3D head with micro adjustment – from kr. 2.200,00
- Polarization filter – if the price is below kr. 1.000 it's not worth the money !

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Canon EF 100 macro

• EF 100/2,8L Macro IS = lens working range is optimized from 1:1 to infinity

Suitable for:

• Portrait
• Reportage
• Product- & packs hot
• Nature
• Macro

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Canon EF 100 macro

• EF 100/2,8L Macro IS = lens working range is optimized from 1:1 to infinity

Suitable for:

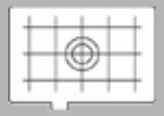
• Portrait
• Reportage
• Product- & packs hot
• Nature
• Macro

Feature high-light:

• Impressive picture quality
• IS image stabilizer
• 'Smooth' manual focusing
• Dust & splash proof
• 9-leaf aperture gives nice blurred background
• Aperture 22 & 32 isn't recommended

• EF 100/2,8L Macro IS – kr. 5.795,00

Memo:
• Focusing screen with cross lines
• Extension tube EF-12 II & EF-25 II for macro-macro pictures
• Polarization filter – if the price is below kr. 1.000 it's not worth the money !



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Wireless image transfer –

Wireless features:

- Studio shots
- On Location
- No cables
- Photograph to ’hot folder’
- View pictures on-the-fly on computer

EOS 5D Mark II
WFT-E4 II A - Kr. 4.875,00

EOS-1D Mark IV
EOS-1D Marl III
EOS-1Ds Mark III
WFT-E2 II A - Kr. 4.795,00

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About memory card:

- SanDisk – a well known brand and marked leader
- Up 128 GB capacity in UDMA quality
- Actually the fasted card reading – in / out
- Stability
- No lumps by transfer to CF card
- Professional SanDisk card includes ’Image Rescue Software’

- SanDisk Extreme IV 4GB, 8GB, 16GB - 45MB/sec.
- SanDisk Extreme UDMA 8GB, 16GB, 32GB - 60 MB/sec.

UDMA – fast transfer USB Multi-card-reader

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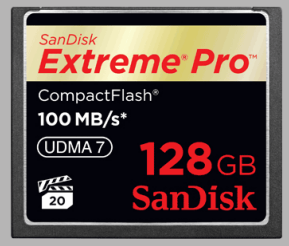
- SanDisk Extreme IV - 45MB/sec.
  4GB, 8GB, 16GB
- SanDisk Extreme UDMA - 60 MB/sec.
  8GB, 16GB, 32GB
- SanDisk Extreme Pro UDMA 6 - 90 MB/sec.
  16GB, 32GB, 64GB
- SanDisk Extreme Pro UDMA7 - 100 MB/sec.
  128GB



UDMA – fast transfer USB Multi-card-reader

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PowerDemo -

- **Canon E-TTL flash**
- **PocketWizard**

Remember – To create your lightning … !

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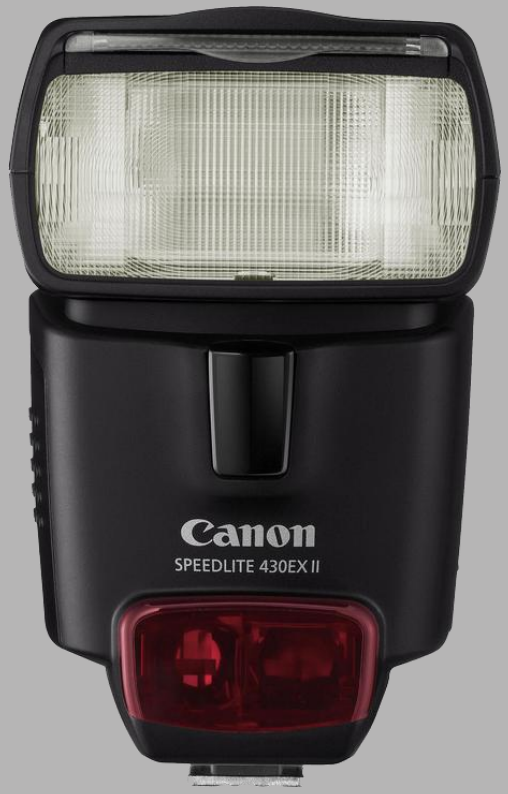
Canon Speedlite flash

- 430EX II
- 580EX II



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Canon Speedlite flash

- 430EX II
- 580EX II

Need-to-have / Nice-to-have
- Accessory

CP-E4 battery pack

Off camera shoe cord OC-E3

ST-E2 IR transmitter

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Omni Bounce 360° diffuser

14mm wide angle

Honl -
light shaping accessory

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QUANTUM

High Power / High Energy

TURBO 3

Canon camera
EOS 5D Mark II
EOS 7D

SD7 cable

CZ2 cable

Canon EX flash
580 EX II

550 EX
580 EX

Turbo 3 features:

- 1050 shots = Full-power
- 7500 shots = ⅛ power TTL-mode
- Recycling Full-power = 1,0 sec.
- Weight = 900 g
- Charge = 100 – 240V
- Belt clip

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QUANTUM

High Power / High Energy

TURBO SC – Slim Compact

Canon EX flash
580 EX II

550 EX
580 EX

CZ2 cable

Turbo SC features:

- 400 shots = Full-power
- 2850 shots = ⅛ power TTL-mode
- Recycling Full-power = 1,4 sec.
- Weight = 442 g
- Charge = 100 – 240V
- Belt clip

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QUANTUM

High Power / High Energy

SEK / Price -

Turbo Packs:

Turbo 3	kr.	3.995,00
Turbo SC	kr.	2.895,00

Cables:

CKE2	kr.	395,00
CZ2	kr.	395,00
SD7	kr.	950,00
SD10	kr.	395,00
CD100	kr.	

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PocketWizard family portrait

- radio controlled Canon TTL flash

• MiniTT1 Transmitter

• AC3 ZoneController +/- flash power control from camera

• FlexTT5 Transmitter / Receiver

PocketWizard family portrait

- radio controlled Canon TTL flash

• MiniTT1 Transmitter
• AC3 ZoneController +/- flash power control from camera

• FlexTT5 Transmitter / Receiver

• TTL flash control
• Radio controlled for great accuracy
• Canon 30 meter - in straight line
• 25 meter round corners
• Firmware update
• Customize from PW program
• 32 individual channels (against interfere from other PW users)

MiniTT1 – transmitter

Flash adjustment on EOS cameras, via +/- bottom on camera

FlexTT5 reciever

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MiniTT1 – transmitter

Flash adjustment on EOS cameras, via +/- bottom on camera

FlexTT5 reciever

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MiniTT1 – transmitter
AC3 - ZoneController

Flash adjustment on Canon cameras, from AC3 ZoneController

FlexTT5 reciever
A – B – C groups

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MiniTT1 – transmitter
AC3 - ZoneController

AC3 ZoneController handling:

Canon flash mode = E-TTL

’0’ = off

step

step

’M’ = Manual flash output
White 3 = 1/1 power

White 2 = 1/2 power

White 1 = 1/4 power
White 0 = 1/8 power
Black 1 = 1/16 power
Black 2 = 1/32 power
Black 3 = 1/64 power

’A’ = TTL
+ 3 f. stop white numbers in 1/3

- f. stop black Numbers in 1/3

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Remember to create your light … !

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Honl Photo
Universal light shaping accessory

Featured Categories

Filter Kits

Speed Gobos™

Speed Grids™

Speed Snoots™

Featured Products

HonlPhoto Speed Strap

David Honl LIGHT DVD

Honl Photo Filter Roll-Up

Honl Photo traveller8 Softbox

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CREATIVE LIGHT
Light accessories for studio flash, Compact flash, Canon / Nikon flash etc.

- Softbox
- Striplite
- Softgrid

- Mount via speedring to all flash units
- Mount via speedring to camera flash
- Mountable with Manfrotto stands and accessories

- Light weight
- Quick & easy mount w/o tools

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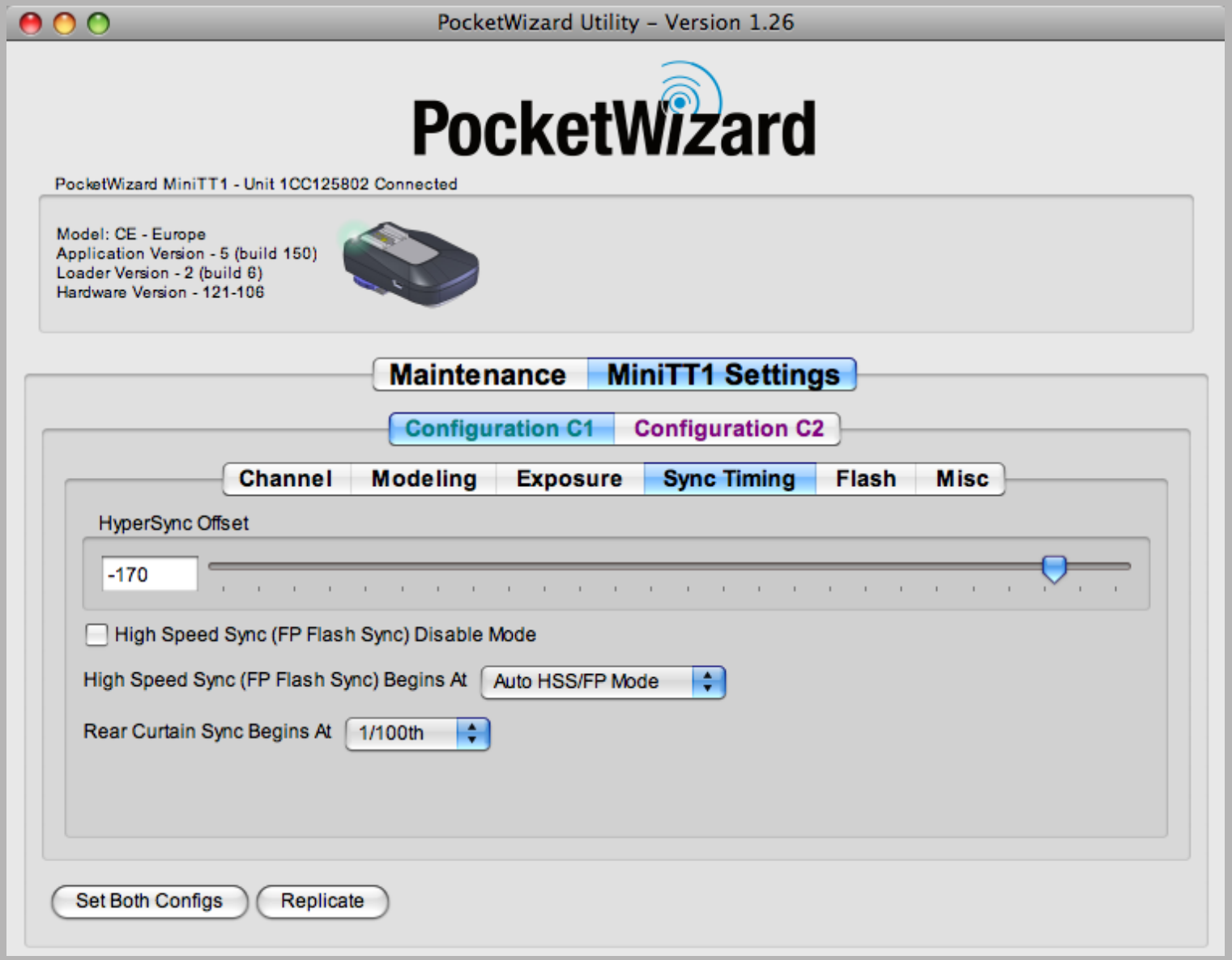
PW unit optimize for specific camera



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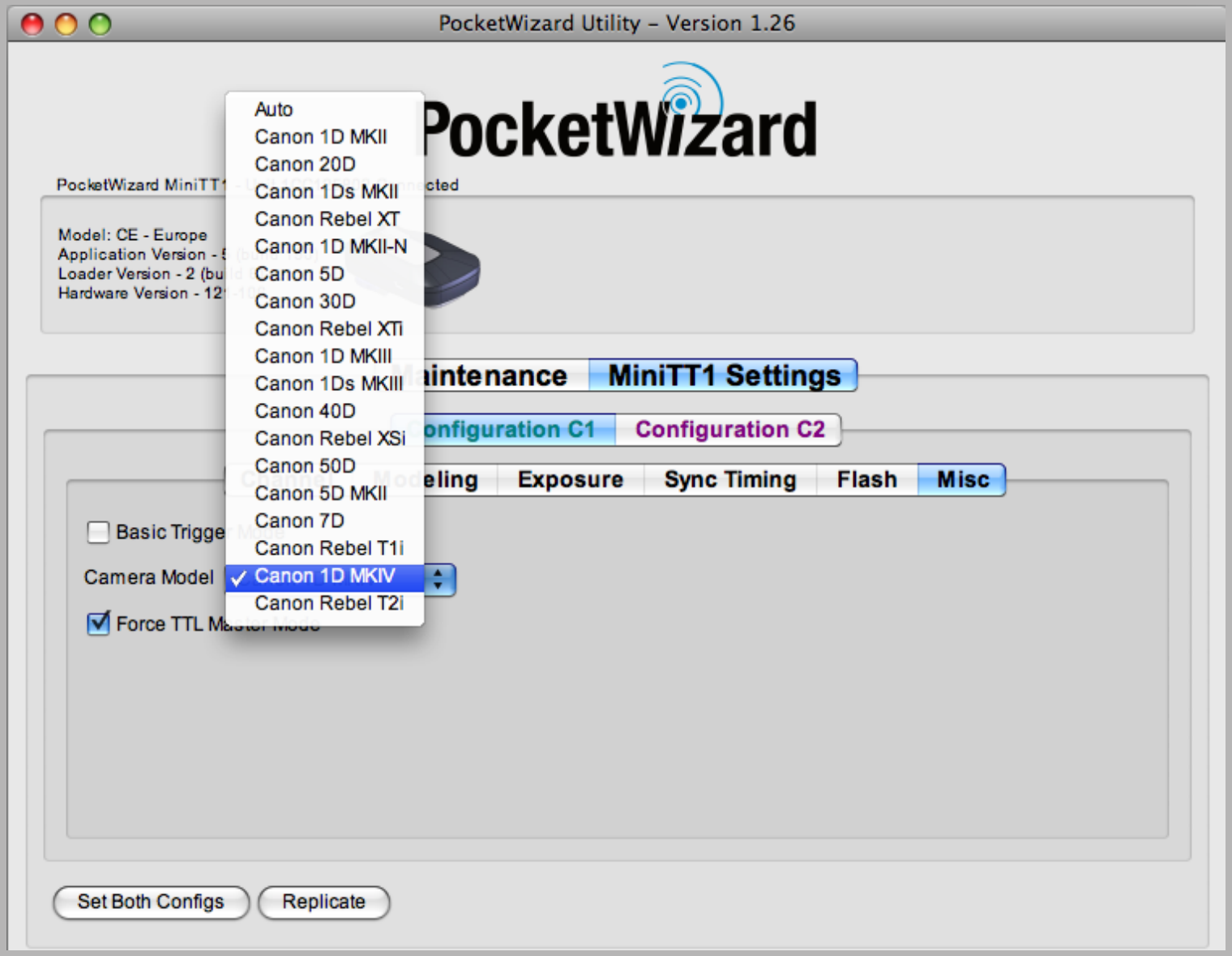

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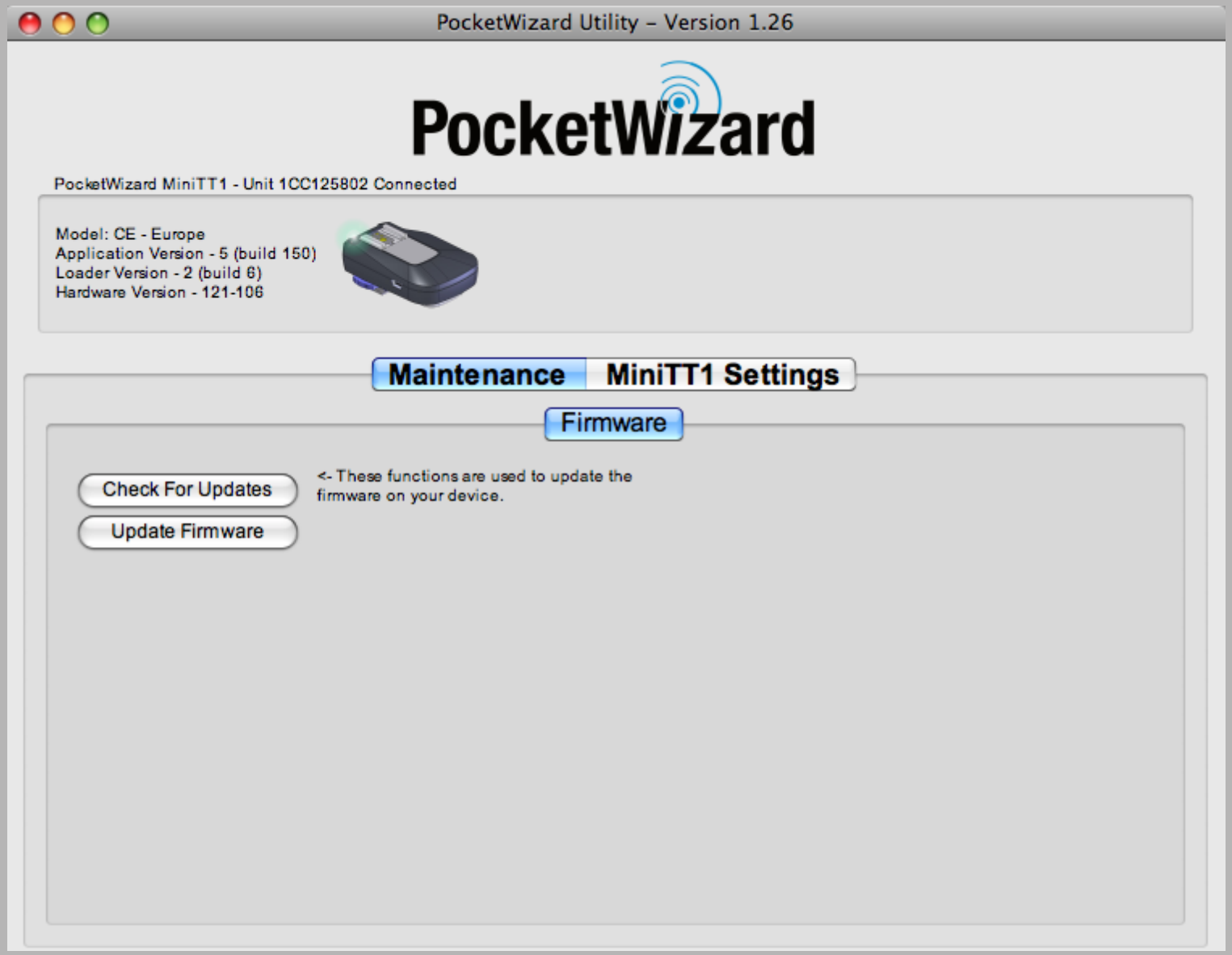
PW firmware update


PocketWizard Utility – Version 1.26
PocketWizard
PocketWizard MiniTT1 - Unit 1CC125802 Connected
Model: CE - Europe
Application Version - 5 (build 150)
Loader Version - 2 (build 6)
Hardware Version - 121-106
Maintenance
MiniTT1 Settings
Firmware
Check For Updates
Update Firmware
<- These functions are used to update the firmware on your device.

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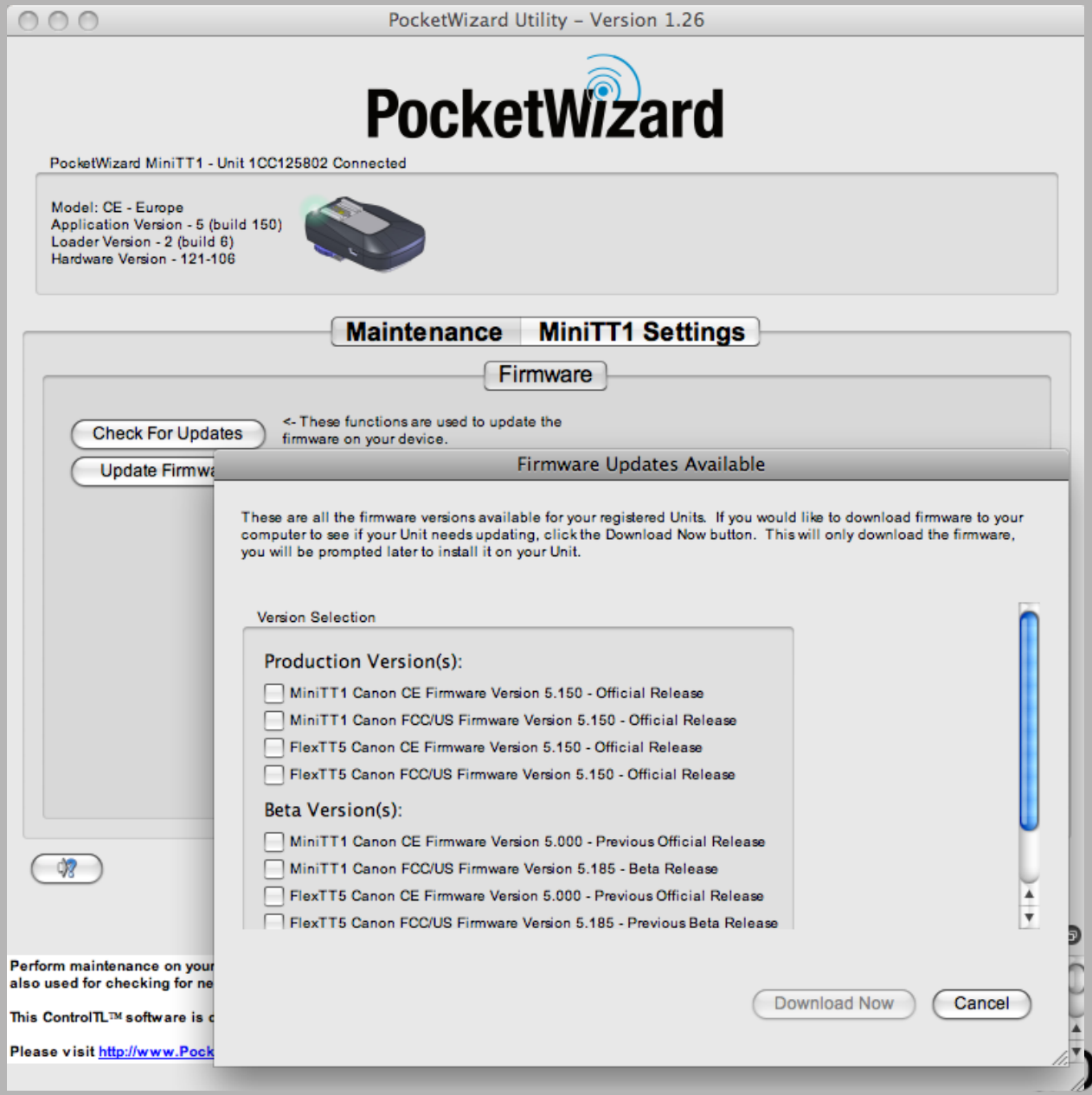
PW firmware update


PocketWizard Utility – Version 1.26
PocketWizard
PocketWizard MiniTT1 - Unit 1CC125802 Connected
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Loader Version - 2 (build 6)
Hardware Version - 121-106
Maintenance
MiniTT1 Settings
Firmware
Check For Updates
<- These functions are used to update the firmware on your device.
Update Firmwa
Firmware Updates Available
These are all the firmware versions available for your registered Units. If you would like to download firmware to your computer to see if your Unit needs updating, click the Download Now button. This will only download the firmware, you will be prompted later to install it on your Unit.
Version Selection
Production Version(s):
MiniTT1 Canon CE Firmware Version 5.150 - Official Release
MiniTT1 Canon FCC/US Firmware Version 5.150 - Official Release
FlexTT5 Canon CE Firmware Version 5.150 - Official Release
FlexTT5 Canon FCC/US Firmware Version 5.150 - Official Release
Beta Version(s):
MiniTT1 Canon CE Firmware Version 5.000 - Previous Official Release
MiniTT1 Canon FCC/US Firmware Version 5.185 - Beta Release
FlexTT5 Canon CE Firmware Version 5.000 - Previous Official Release
FlexTT5 Canon FCC/US Firmware Version 5.185 - Previous Beta Release
Download Now
Cancel
Perform maintenance on your
also used for checking for ne
This ControlTL™ software is c
Please visit http://www.Pock

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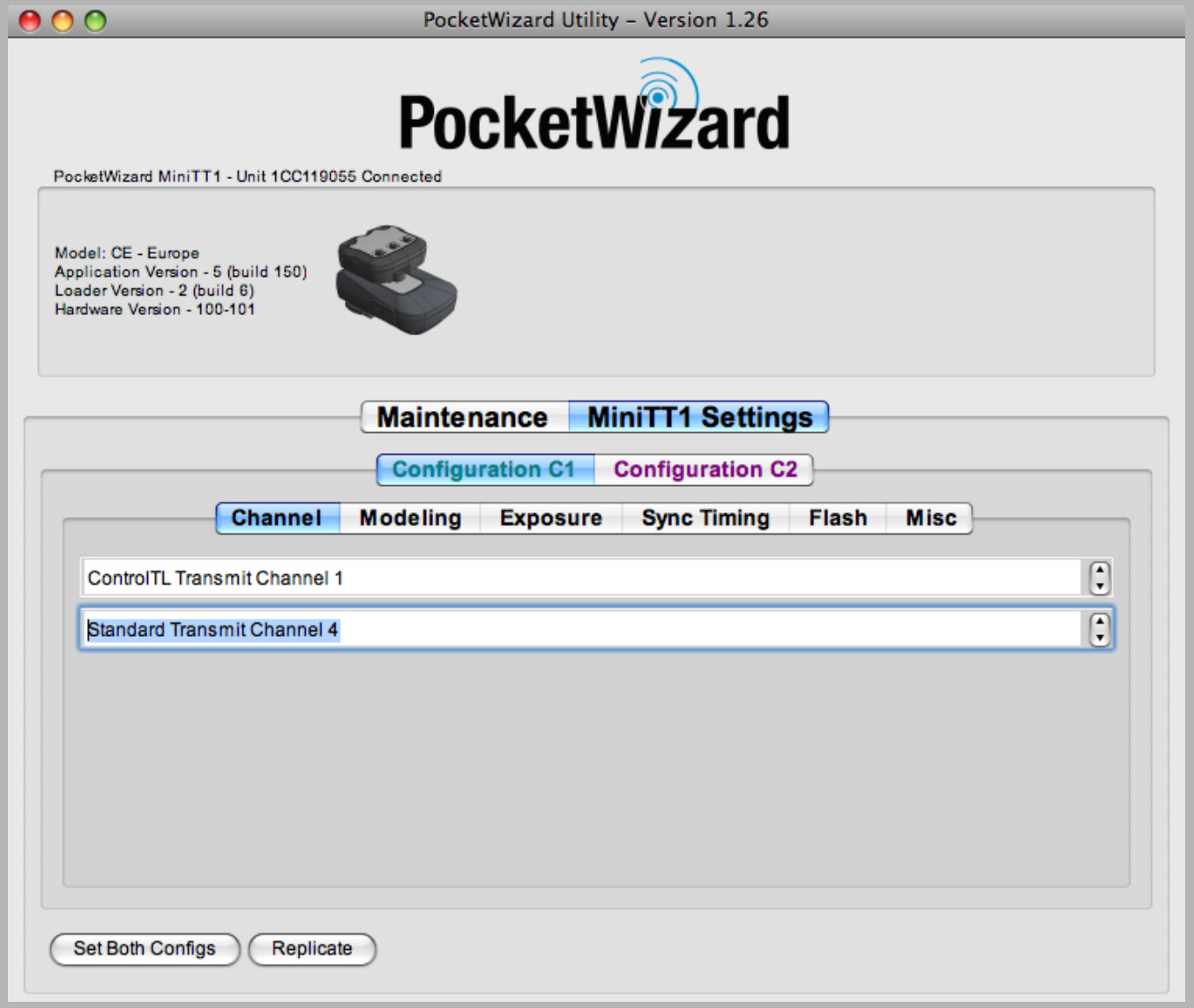
PW change Transmit Channel

Remember – both MiniTT1 sender & FlexTT5 receiver



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Plus II transceiver
So Simple - So Advanced

Used For:
• Camera release
• Flash release
• Camera-flash release

Feature highlight:
•4-kanal
• 'Auto-sending' transceiver – auto switch sending-receiving
• Range up to 500 meter
• Up to 12 Fps
• 2x AA battery

Plus II- kr. 1.300, 00
Excl. cables

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MultiMAX
The most advanced Wireless Triggering System

With its sophisticated trigger time control software and transceiver communication capabilities,
MultiMAX model opens up limitless creative possibilities for the professional or serious amateur photographer

Feature highlights:

•Thirty-Two Channels
• Selective Quad-Zone Triggering
• Time-Lapse Imaging
• Multi-Pop Flash
• Rear-Curtain Sync
• SpeedCycler
• 2x AA battery

MultiMAX – kr. 2.200,00
Excl. cables

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Tips & Tricks
- Switch units on from top to bottom

• Camera & MiniTT1
  MiniTT1 - camera

• Camera & MiniTT1 & AC3
  MiniTT1 - camera

• Flash & FlexTT5
  Flash - FlexTT5

• Flash & FlexTT5 & AC3
  Group (A-B-C) - flash - FlexTT5

• Change group during session
  Switch off TT5 – change group – switch on TT5

• Camera power down = 8 – 10 min.
  (to avoid radio switch off)

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PocketWizard – item & battery overview:

Canon	Item #	Battery
MiniTT1	TT1-C-CE	1 x CR2450
FlexTT5	TT5-C-CE	2 x AA
AC3	AC3-C	---

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Video in EOS still camera

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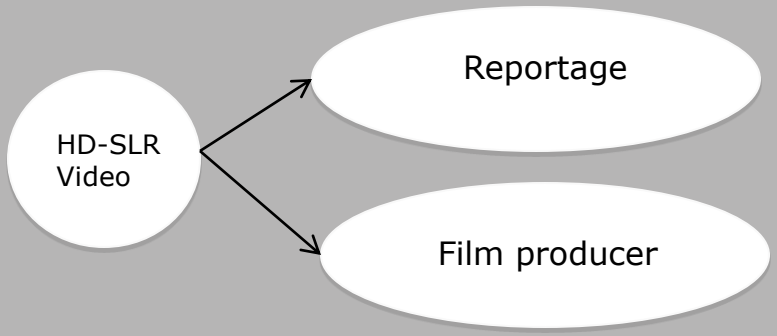
Video in EOS still camera

Why EOS HD-SLR video ?

- Professional quality
- Depth of field control
- High sensitivity / ISO
- Minimal digital noise
- Wide range of lenses
- … … …



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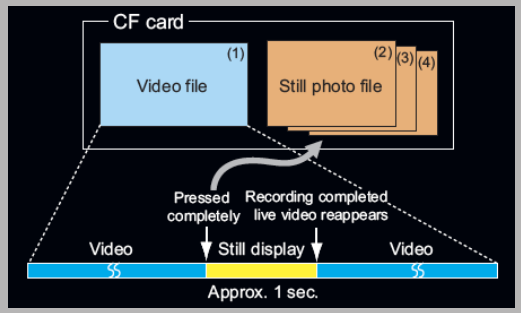
Video in EOS still camera

7D, 5D Mark II & 1D Mark IV



- Still picture camera with full HD-video
- Video function via Live View
- Still images can be recorded – under video session - in RAW or JPG format

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Video in EOS still camera

7D, 5D Mark II & 1D Mark IV

- Still picture camera with full HD-video
- Video function via Live View
- Still images can be recorded – under video session - in RAW or JPG format

1920x1080 HD ca. 12 min.
640x 480 SD ca. 24 min.

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Video in EOS still camera

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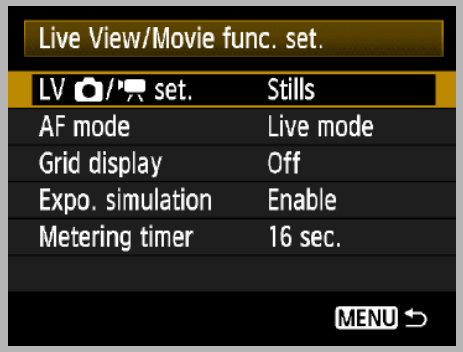
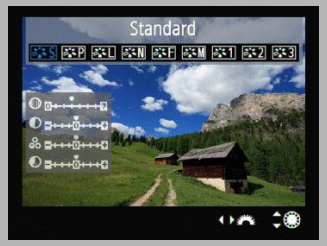


Movie-recording Size		Total Recording Time		File Size
		4GB Card	16GB Card	
[1920x1080]	30	12 min.	49 min.	330 MB/min.
	25			
	24			
[1280x720]	60	12 min.	49 min.	330 MB/min.
	50			
[640x480]	60	24 min.	1 hr. 39 min.	165 MB/min.
	50			

Movie Recording Size	Frame Rate [fps]		Scanning Method	Video OUT Format
	Indication	Actual fps		
1920x1080 (Full HD)	30	29.97	Progressive	NTSC
	25	25		PAL
	24	23.976		NTSC/PAL
1280x720 (HD)	60	59.94		NTSC
	50	50		PAL
640x480 (SD)	60	59.94		NTSC
	50	50		PAL



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Video in EOS still camera

7D Video

AF mode:

Quick mode	= fast / mirror up
Live mode	= ’slow’ / AF point moved with the joystick
Live face mode	= farce recognition

Grid display:

OFF / Grid 1 / Grid 2	= Grid lines on LCD monitor

Av & Tv method:

- Exposure adjustment via rear wheels on +/- 3 f. stop
- Exposure lock with ✪ knap
- ISO in auto mode
- WB adjustment on-line on LCD monitor
- Custom White Balance is possible, but …

M method:

- Exposure adjustment via rear wheel and top wheel
- ISO user setup
- WB adjustment on-line on LCD monitor
- Custom White Balance is possible, but …

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Video in EOS still camera

5D Mark II Video

Exposure simulation
Crop lines isn't shown on the LCD monitor in video – before video recording
Push info buttom = histogram shown on LCD monitor

Av method:
- Exposure adjustment via rear wheels on +/- 3 f. stop
- Exposure lock with ✪ knap
- ISO in auto mode
- WB adjustment on-line on LCD monitor
- Custom White Balance is possible, but …

M method:
- Exposure adjustment via rear wheel and top wheel
- ISO user setup
- WB adjustment on-line on LCD monitor
- Custom White Balance is possible, but …

Movie display
Top & bund linje vises altid på LCD skærm
WB indstilles on-line på LCD skærm

AF mode:

Quick mode	= fast / mirror up
Live mode	= 'slow' / AF point moved with the joystick
Live face mode	= farce recognition

Grid display:
OFF / Grid 1 / Grid 2 = Grid lines on LCD monitor

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Video in EOS still camera

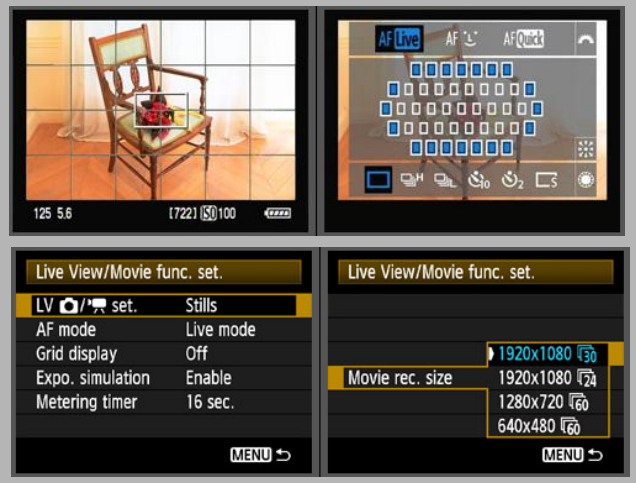
1D Mark IV Video

AF mode:

Quick mode	= fast / mirror up
Live mode	= 'slow' / AF point moved with the joystick
Live face mode	= farce recognition

Grid display:

OFF / Grid 1 / Grid 2 = Grid lines on LCD monitor



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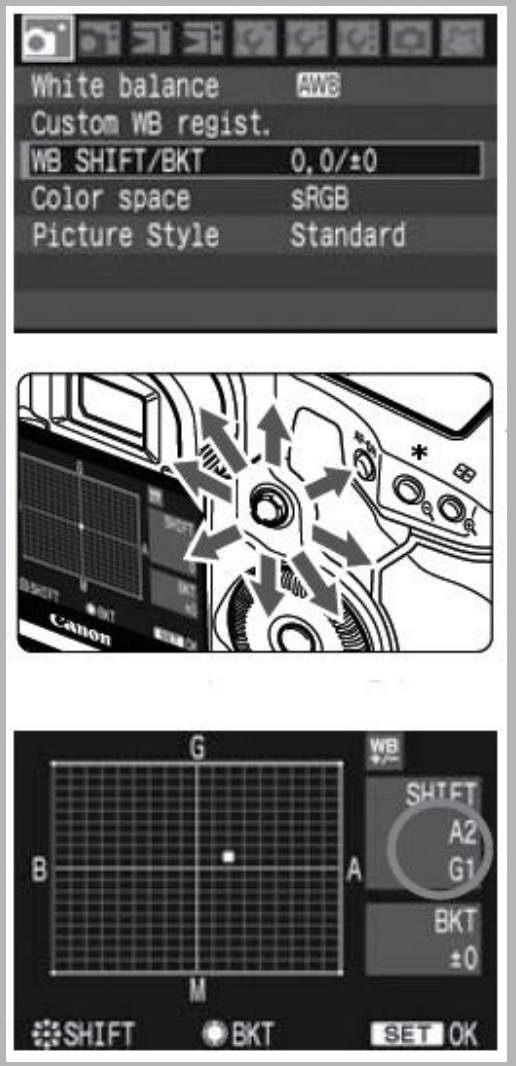
Video in EOS still camera

WB SHIFT –

Adjust color balance asymmetric

G = Green
B = Blue
M = Magenta
A = Amber (red)



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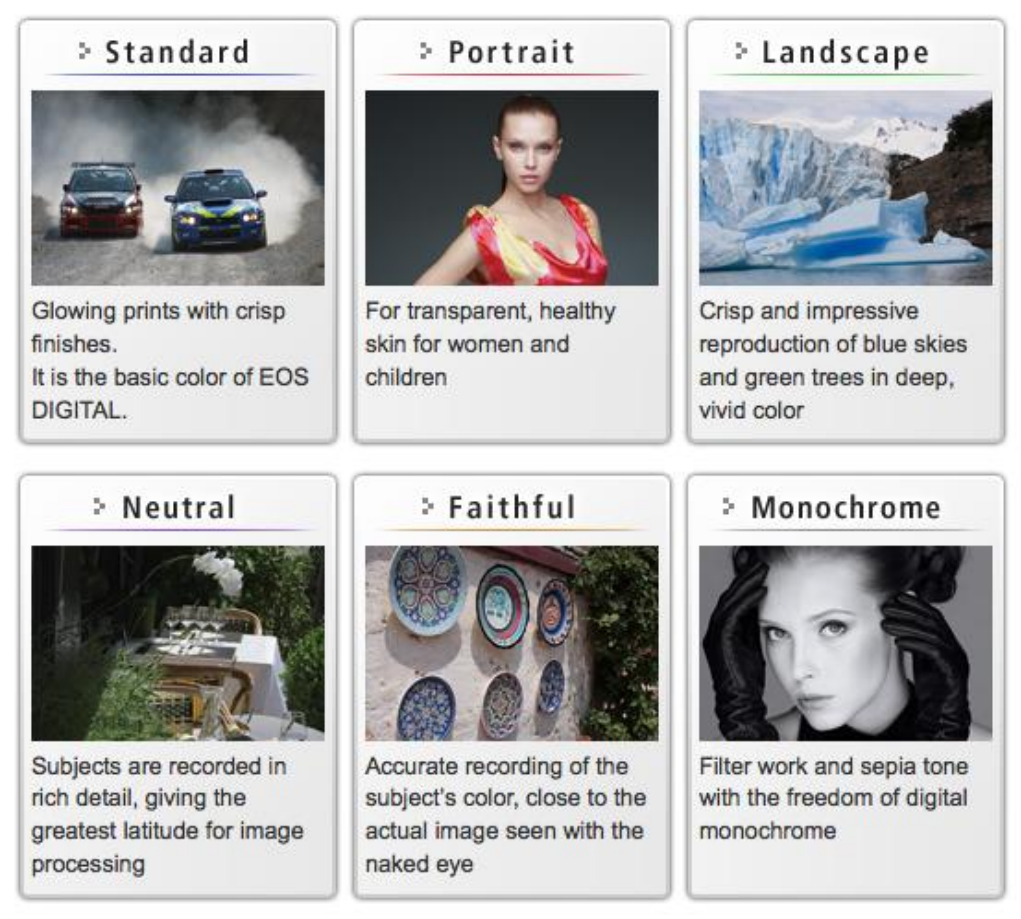
Video in EOS still camera

Picture Style

In camera processing -
Picture Style add a look to still- & video pictures – ready for presentation

Once added to file, you can't remove it !


Standard
Glowing prints with crisp finishes.
It is the basic color of EOS DIGITAL.
Portrait
For transparent, healthy skin for women and children
Landscape
Crisp and impressive reproduction of blue skies and green trees in deep, vivid color
Neutral
Subjects are recorded in rich detail, giving the greatest latitude for image processing
Faithful
Accurate recording of the subject's color, close to the actual image seen with the naked eye
Monochrome
Filter work and sepia tone with the freedom of digital monochrome

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Video in EOS still camera

Sound are more than half of good video !

Reportage-video-photographer:

- Build-in microphone ‘need to have’ sound quality
- Sennheiser MKE-400 / Røde SVM
  provides good sound and great flexibility

Video-film-photographer:

LuicedLink sound mixer DT454:

- High Quality / low noise mixer
- 2 XLR microphones connection and mix facility
- 1 mini jack microphone connection
- Phantom Power
- Headphone
- LED Peak meter
- DT454 mountable under camera

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Swedish Cameleon

Included

1 x SC3:Head
1 x SC3:FFocus (1 x extra in SC3:LargeZoom)
1 x SC:FFocusBelt -S (1 x extra in SC3:LargeZoom)
1 x SC:FFocusBelt -M (1 x extra in SC3:LargeZoom)
1 x SC:FFocusBelt -L (1 x extra in SC3:LargeZoom)
1 x SC:FFocusRubber (1 x extra in SC3:LargeZoom)
1 x SC3:Link -S (cc60 rodClamp)
2 x SC3:Handle
2 x SC3:Rod300
1 x SC3:Rod400
1 x SC3:BackSupport
1 x SC3:Shoulder

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Video in EOS still camera

Product info:

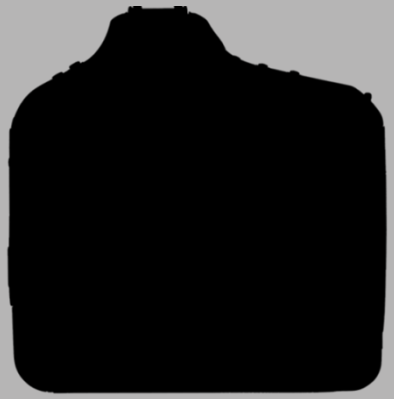
NTG-2
With battery

Lens

External monitor

Zacuto Z-Finder

H4N –
Zoom



Cables –
Memo – XLR cables might be extended
Mini Jack cables might NOT be extended

Sennheiser MicroPort

Edirol MA-15D

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PowerDemo - Price info

Goecker WesShop
http://webshop.goecker.dk/web/guest

Canon camera
http://webshop.goecker.dk/web/guest/shop/-/schcategory/id/3990

Canon lenses
http://webshop.goecker.dk/web/guest/shop/-/schcategory/id/1526

Canon Flash
http://webshop.goecker.dk/web/guest/shop/-/schcategory/id/4693

Creative Light
http://webshop.goecker.dk/web/guest/shop/-/schcategory/id/6080

JuicedLink mixer
http://webshop.goecker.dk/web/guest/shop/-/schcategory/id/6106

LaCie hard drive
http://webshop.goecker.dk/web/guest/shop/-/schcategory/id/1693

PocketWizard
http://webshop.goecker.dk/web/guest/shop/-/schcategory/id/4486

Quantum
http://webshop.goecker.dk/web/guest/shop/-/schcategory/id/14051

Røde Microphones
http://webshop.goecker.dk/web/guest/shop/-/schcategory/id/4628

SanDisk Compact Flash Cards
http://webshop.goecker.dk/web/guest/shop/-/schcategory/id/1518

Sennheiser
http://webshop.goecker.dk/web/guest/shop/-/schcategory/id/1566

Sound recorders
http://webshop.goecker.dk/web/guest/shop/-/schcategory/id/4426

Video monitors
http://webshop.goecker.dk/web/guest/shop/-/schcategory/id/4626

Zacuto finders
http://webshop.goecker.dk/web/guest/shop/-/schcategory/id/5985

PowerDemo - Product service link

Creative light
http://creativelight.com/

Goecker support link
http://www.goecker.dk/Content/Support/Supportfront.asp

PW software utility:
http://www.pocketwizard.com/support/downloads/

PW user manual:
http://www.pocketwizard.com/support/manual/

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